WHAT IS CLAIMED IS:

1. A method for identifying content service, visited by a mobile device user within a content server or servers, through a cellular network, said method comprising the steps of:

   - Parsing the received content from the content server for identifying and recording embedded hyperlinks and respective titles;

   - Analyzing subsequent user requests for identifying titles of chosen hyperlinks of previous received content and recording thereof;

   - Identifying mobile device location within content server site according to a sequence of one or more hyperlinks' titles;

2. The method of claim 1 wherein the identification of location within content server site is preformed by comparing the successive hyperlinks' titles to predefined sequences of hyperlinks titles.

3. The method of claim 1 wherein the sequence of hyperlinks' titles identifying each service is not pre-defined, rather the said sequence is used for identifying repeated visits to the same service regardless of varying underlying URL representations.

4. The method of claim 1 wherein the identification of location within content server site is used for access control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence;

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5. The method of claim 1 wherein the identification of location within content server site is used for caching utilities enabling to identify cached content according the identified content location;

6. The method of claim 1 wherein the identification of location within content server site is used for billing applications enabling to identify the content service and applying the respective billing rules according the identified content location;

7. The method of claim 1 wherein the identification of location within content server site is used for data retrieval services enabling to identify the content service type and retrieve the required data form the respective data source accordingly;

8. The method of claim 1 further comprising the step of processing the content to fit user mobile device specifications wherein the identification of location within content server site is used for selecting content processing and enhancements to be performed on the markup content before delivery to the mobile device.

9. The method of claim 1 wherein the identification of location within content server site is used for sampling the usage of said location and providing usage statistical analysis.

10. The method of claim 1 further comprising the step of displaying the sequence of hyperlinks to the user in order to enable the identification of previously visited services.

11. The method of claim 10 wherein the service identification is used for tracking users' activities for billing purposes.

12. The method of claim 10 wherein the identification of services by the user is used for enabling the user to return to said services.

13. The method of claim 1 wherein the service identification module functionality is implemented in part or in whole within the user agent device.

14. A system for identifying content service visited by a mobile device user within a content server or servers through a wireless network, said system implemented within proxy server, comprising:

- Content analysis module for parsing the received content from the content provider server and identifying embedded hyperlinks and respective titles;

- Tracking module for identifying user selections of hyperlinks from previous received content and recording thereof;

- matching module for identifying mobile device location within content server site according to the sequence of at least two successive hyperlinks titles selected by the user;

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15. The system of claim 14 wherein the matching module identifies the content service by comparing the successive hyperlinks' titles to predefined sequences of hyperlinks titles.

16. The system of claim 14 wherein the identification of location within content server site is used for access control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence;

17. The system of claim 14 wherein the identification of location within content server site is used for caching utilities enabling to identify cached content according the identified content location;

18. The system of claim 14 wherein the identification of location within content server site is used for billing applications enabling to identify the content service and applying the respective billing rules according the identified content location;

19. The system of claim 14 wherein the identification of location within content server site is used for data retrieval services enabling to identify the content service type and retrieve the required data form the respective data source accordingly;

20. The system of claim 14 further comprising a processing module for adapting the content to user mobile device specifications wherein the identification of location within content server site is used for selecting

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the respective content processing and enhancements to be performed on the markup content before delivery to the mobile device.

21. The system of claim 14 wherein the identification of location within content server site is used for sampling the usage of said locationand providing usage statistical analysis.

22. The system of claim 14 wherein the sequence of hyperlinks' titles identifying each service is not pre-defined, rather the said sequence is used for identifying repeated visits to the same service regardless of varying underlying URL representations.

23. The system of claim 14 further comprising the step of displaying the sequence of hyperlinks to the user in order to enable the identification of previously visited services.

24. The system of claim 14 wherein the service identification is used for tracking users' activities for billing services.

25. The system of claim 14 wherein the identification of services by the user is used for enabling the user to return to said services.

26. An identification application implemented within a proxy server for identifying current content service visited by a user mobile device, within a content server, wherein the content service is identified according to user navigation path and wherein the user navigation path is identified by tracking user selections of hyperlink titles.

27. The systems of claims 14 wherein the service identification module is implemented within an existing gateway or proxy on the network.

28. The systems of claims 14 wherein the service identification module is implemented in whole or in part within the mobile user agent.